INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1608 — Washington, D. C. — November 3, 1956

Corn Canners Task Committee Meets with Government; USDA to Buy Whole Kernel Corn for School Lunch Program

The special N.C.A. corn canners task committee met this week with representatives of three government agencies and received assistance in the form of a USDA purchase and a Small Business loan program.

At its two-day meeting in Washington the task committee met with the President's Council of Economic Advisers, administrative officials of the Small Business Administration, the Director of the Fruit and Vegetable Division of the USDA, and other government officials.

CANNED CORN FOR SCHOOL LUNCH

On November 1, following the meetings, USDA announced its offer to buy whole kernel or whole grain canned corn packed during 1956 for use in the school lunch program.

The canned corn may be either white, golden, or yellow, and must meet the requirements of U. S. Grade A. Offers will be considered on No. 10

(Please turn to page 336)

Time-saving Convenience of Canned Foods Cited by Brown

If American housewives canned in their own kitchens the same amount of corn that the canning industry puts up for them each year, it might take them a total of 484,517,833 hours, or more than 60.5 million eight-hour days. These astronomical figures calculated by an expert home economist were quoted by N.C.A. Vice President A. Edward Brown at the fall meeting of the Illinois Canners Association, in Chicago November 1.

The average amount of corn packed and consumed during the past five years was about 825 million pounds annually, as reported by the N.C.A., he said.

"The time needed to home-can it is equal to 5,529 years of full time, round-the-clock activity for one woman . . . but to put it into more understandable statistics, it would mean that a million homemakers—the approximate number in a city the size of Chicago or of Philadelphia and its suburbs—would have to work five full

(Please turn to page 337)

Each Canner Is Responsible for Industrial Survival

Industry's responsibilities in maintaining production and continuity of management in the face of enemy attack were described to representatives of a number of national trade associations, including the N.C.A., at a special meeting at the U. S. Department of Commerce October 31.

The emphasis of the meeting was on the importance of the general civilian economy as an essential to the support of the armed forces. Survival of the nation in the event of enemy attack demands not only adequate munitions of war, it was brought out, but also continued, uninterrupted production and distribution of the multitude of items of civilian need.

Speakers on the all-day program, representing various agencies of the federal government concerned with mobilization and civil defense, empha-

(Please turn to page 338)

N.C.A. Schedules Speakers for 1957 Convention Sessions

The various Convention program sessions have been partially finalized and it is possible to announce some of the firm commitments of speakers and topics.

At the annual meeting Saturday morning, February 16, J. Roger Deas of American Can Company will speak on the significance of the 50th anniversary of the N.C.A. Mr. Deas' reputation throughout the industry as an orator and missionary on the benefits of canned foods is well known. He speaks on this subject to some 50,000 persons a year.

Prior to his service with Canco, Mr. Deas was an assistant to Earl Warren when the present Chief Justice was Governor of California. He was secretary of the San Francisco Planning Commission, served as an associate consultant to the United States delegation to the Founding Convention of the United Nations, and is a past president of the California Junior Chamber of Commerce.

On the same Opening General Session or annual meeting of the Association another speaker, a nationally known figure, will appear. Announce-

(Please turn to page 337)

USDA Reports Increases in Farm Marketing Charges

Food marketing charges this year are running slightly higher than in 1955, and in 1957 are likely to be slightly higher than this year's average, according to a report by USDA on *The Marketing and Transportation Situation.*

The farmer's share of the consumer's retail food dollar during the coming year may not be much different from the average estimated by USDA for this year—40 cents.

The retail cost of the "market basket" in the third quarter of this year was at an annual rate of $997, 2 percent higher than in the same period of last year. Advances in prices farmers receive for food products accounted for about two-thirds of this increase; higher marketing charges accounted for the remainder, USDA said.

Farmers' prices were up 3 percent. The farmer's share of the retail cost rose from 40 to 41 percent during the year as a result of a greater relative increase in farm prices than in marketing charges.

The bill for marketing domestic farm food products bought by civilian consumers in this country in 1956 is estimated at $29 billion, 4 percent more than in the previous year. The volume of products marketed and unit marketing costs each increased 2 percent from 1955 to 1956.

Costs incurred by marketing firms have risen this year and further increases are in prospect, the USDA re-

(Please turn to page 339)

1957 Canners Convention Schedule

(TENTATIVE—SUBJECT TO ADDITION AND REVISION)

Thursday Feb. 14		Saturday Feb. 16	Sunday Feb. 17	Monday Feb. 18	Tuesday Feb. 19
9:30—Consumer and Trade Relations Committee meeting 12:30—Consumer Service Committee luncheon meeting 2:00—Convention Committee meeting 8:00—Resolutions Committee meeting	8:00 to 10:00	Nominating Committee (9:00)	Legislative Committee breakfast Raw Products Seed Quality TAC breakfast	Statistics Committee breakfast Raw Products Mobile Viner TAC breakfast Fishery Products Committee breakfast	Procurement Committee breakfast Raw Products Committee and TAC breakfast
	10:00 to 12:00	GENERAL SESSIONS			
		Annual Meeting Speaker: J. Roger Deas, American Can Company Speaker to be announced	Research	Raw Products Speakers: Earl Butz, Assistant Secretary of Agriculture, and Fred Hatch, President, National Agricultural Chemicals Association	Marketing and Sales N.C.A. Movie: "The Three Squares" Speaker to be announced Speaker: W. R. Simmons, President. W. R. Simmons & Associates, Inc.
Friday Feb. 15		N. C. A. COMMITTEE AND TECHNICAL MEETINGS			
9:30—Administrative Council meeting 12:30—Board of Directors luncheon 2:00—Board of Directors meeting	12:00 to 2:00	Labeling Committee luncheon	Raw Products Fruit Problems TAC luncheon Claims Committee luncheon	Raw Products Precision Planters TAC luncheon	Food Editors Conference
	2:00 to 5:30				
	Evening	Old Guard Banquet	N.C.A. 50th Anniversary Reception and Banquet	Young Guard Banquet	C.M. & S.A. Dinner Dance

Employer's Tax Guide

The *Employer's Tax Guide*, Circular E, revised as of January, 1957, has been issued by the Internal Revenue Service. The circular contains instructions for the withholding, deposit, payment, and reporting of income tax withheld from employees' wages, employee and employer taxes for social security under the Federal Insurance Contributions Act, and employer taxes under the Federal Unemployment Tax Act.

The principal change in the circular is with regard to social security tax rates, which will be increased on January 1 from a total of 4 percent to 4½ percent.

Hearings on Excise Taxes

A subcommittee of the House Ways and Means Committtee will open public hearings November 26 on excise taxes. The subcommittee will study administrative and technical problems in connection with excise taxes, and also excise tax rates.

Among the taxes under investigation will be those on transportation, communications, and automotive equipment. Some of the excise taxes are scheduled to expire next April 1.

The hearings will be conducted by a subcommittee headed by Representative Forand (R. I.) Other members of the group are Representatives Eberharter (Pa.), Keogh (N. Y.), Karsten (Mo.), Herlong (Fla.), Jenkins (Ohio), Mason (Ill.), and Holmes (Wash.).

1957 Convention Program

(Concluded from page 335)

ment will be made as soon as finally confirmed.

RAW PRODUCTS SESSION

The Raw Products Session, to be held on Monday morning, February 18, will present two prominent speakers—The Honorable Earl Butz, Assistant Secretary of Agriculture, and Fred Hatch, President of the National Agricultural Chemicals Association.

MARKETING AND SALES SESSION

The Marketing and Sales Session on Tuesday, February 19, will open with a showing of the new industry film "The Three Squares", produced under the Consumer and Trade Relations Program. One of two speakers will be W. R. Simmons, president, W. R. Simmons & Associates Research, Inc., on "Consumer Preferences and Usage of Canned Sea Food." Following these addresses, and for the special benefit of the group of 75 invited food editors, a symposium on new developments in canned foods will be presented consisting of nine three-minute reports on "what's new" in horticulture, in quality improvement, in containers, product development, nutrition, labeling, marketing, distribution, and internationally.

FOOD EDITORS CONFERENCE

At this stage of the program the food editors will retire to their own conference, which starts with a special luncheon at which Executive Secretary Carlos Campbell will talk on the 50th anniversary of N.C.A.

His remarks will be followed by a playing of the special C.&T.R. record reviewing the past 50 years of American life with references to the growth and development of the importance of canned foods. Plans are being made to have the music and text of the record dramatized by professional pantomimists. The food editors will then be conducted on a tour of Canning Machinery and Supplies Exhibit.

Steel People View N.C.A. Film

A special showing of "The Three Squares," the canning industry movie recently produced under the N.C.A. Consumer and Trade Relations Program, was made October 30, before 200 of the key personnel of the Tin Plate Sales Division, U. S. Steel Corporation in Pittsburgh. Viewers considered it "an outstanding picture."

N.C.A. Personnel Participate in Sanitation Meetings

Personnel of the N.C.A. Western Research Laboratory took an active part in a series of sanitation conferences held in Monterey, Calif., as part of the annual meeting of the Association of Food Industry Sanitarians October 24-26.

E. S. Doyle served as moderator of a panel discussion on sanitary design of food processing equipment. Panel members included representatives from industry, state agencies, equipment manufacturers, and Walter Mercer of the N.C.A. staff.

Mr. Mercer also participated in a panel discussion of food plant waste disposal. Other participants included a state water pollution control representative, a state fish and game official, and a sanitary engineer from the California State Health Department.

One of the outstanding sessions was a discussion on advances in sanitation of the food processing industries. Participants in this panel included Dr. Glen Slocum of the Food and Drug Administration, McKay MacKinnon of the FDA, Dr. Harry Goresline of the QMC Food and Container Institute, Milton P. Duffy of the California Department of Public Health, and Dr. A. E. Michelbacher of the University of California.

It was pointed out that great strides in sanitation have been made by the food processing industry, and the regulatory officials were highly complimentary of these efforts. The need for continued emphasis on sanitation was stressed.

Brown at Florida Meeting

(Concluded from page 335)

days a week for 12 weeks to get the job done," Mr. Brown stated.

"In terms of kitchen activity this seems a staggering task, but the canning industry each year accomplishes it and a similar job of preserving 86 other fruits and vegetables in a tremendous variety of styles, combinations, and can sizes as well as a wide assortment of fish, meats, juices, poultry, soups, formulated foods, baby foods, and other specialties.

"Efficiency in the canning industry makes all this possible. And the same efficiency and care which govern factory operations apply to the handling of crops from planting to arrival at the cannery. It is this combination of speed and skill which assures consumers of high quality at low cost when they buy canned foods," Mr. Brown asserted.

The N.C.A. Information Division prepared and issued newspaper and radio-TV releases covering these highlights of Mr. Brown's remarks to 225 Illinois newspapers, 111 radio-TV news directors in Illinois, the canning trade journals and national, state and local wire services.

Enzyme Inactivation Important in New Processing Methods

The N.C.A. Scientific Research Committee has approved plans of both the Berkeley and Washington Laboratories to determine the amount of heat necessary to completely inactivate various enzymes occurring in raw foods used for canning. While loss of product quality during the storage after heat processing has been observed occasionally in acid products in the past, the increasing use of high temperature-short time processing methods for both acid and low-acid foods brings the enzymes into new prominence. These processing methods include various types of agitation, presterilization and aseptic canning. Under these conditions, enzymes may sometimes withstand processes sufficient for bacterial sterility and in time produce undesirable changes in odor, flavor, and appearance.

For example, in 1940, Dr. Joslyn and associates at the University of California found it necessary to heat citrus juices to a temperature higher than that necessary for pasteurization, in order to prevent enzymatic off-flavors and loss of cloud. Again, at the 47th Annual N.C.A. Convention (see INFORMATION LETTER No. 1472, January 30, 1954) Guyer and Holmquist reported experiments demonstrating the regeneration of the enzyme peroxidase in green peas processed at 260° F. in agitating cookers. This was accompanied by a definite viney-type off-flavor which developed during storage of the sterile product. Several universities have been, and are, studying the maximum heat resistance of enzyme systems, but the techniques in use do not permit ready interpretation of results in terms of product quality effects.

A comprehensive review of the literature is being made by the N.C.A. Laboratories and equipment is being obtained for both laboratory and pilot scale tests. The latter will provide sufficient product for storage tests on quality as well as periodic chemical determinations of the enzyme activity.

Special Action on Corn

(Concluded from page 333)

or No. 2 can sizes, but No. 10's are preferred. Purchases will be made on an offer and acceptance basis using funds appropriated under the National School Lunch Act.

Invitations to offer canned corn for school lunch use, including detailed specifications, were mailed to canners this week by USDA. Offers should be submitted to the Fruit and Vegetable Division, Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C., not later than 4 p.m. November 14 for acceptance not later than November 21.

The N.C.A. notified secretaries of the state and regional canners association of the USDA purchase program immediately after it was announced.

Upon being advised of the purchase program, N.C.A. pointed out to the Food Distribution and Fruit and Vegetable Divisions of USDA that the industry would be unable to furnish No. 2 cans and that the No. 303 is the predominant container. At presstime, however, USDA had announced no changes in its specifications.

Small Business Loan Program

The Small Business Administration informed the N.C.A. Friday afternoon that SBA regional directors have been advised to give expeditious consideration to applications from corn canners for 18-month inventory loans up to $250,000 that are accompanied by financial statements and preferably have bank participation.

The loans will be made at $1.75 a case or 80 percent of current selling price, whichever is lower, on Fancy and Extra Standard corn basis 24/303's; but at least 60 percent of the merchandise must be Fancy grade. The merchandise must be covered by a federal grade certificate and a warehouse receipt.

Plentiful Foods List

The USDA this week added canned corn to its Plentiful Foods list, and the N.C.A. and USDA will get cooperative efforts under way immediately to take advantage of this promotion.

Promotion Activities

The staff committee on the Consumer and Trade Relations Program had its monthly meeting with personnel of the Dudley-Anderson-Yutzy agency Monday and Tuesday, October 29 and 30, with Chairman Norman Sorensen of the C.&T.R. Committee present, and made plans to cover many of the phases of emergency corn promotion. A Fact Sheet on canned corn was mailed October 26 to 54 food editors of national magazines, Sunday supplements, and press syndicates. This gave them a set of long and short statements showing that corn enjoyed a vintage year in 1956; indicating what consumers prefer as measured by consumption and use figures; gave historical facts about the start and development of corn canning; and supplied interesting information concerning the importance of corn canning to the raw product producers and its statistical position among other canned foods items.

There was discussion at the meeting leading to preparation of data for use by business papers and financial columns. It was reported that letters have been issued to 34 editors who use editorial color offering prints of various corn dishes. It is planned to have personal appearances of Margaret Ware, the DAY TV home economist, in a number of important centers, and arrangements are underway with USDA for a special radio recording of an interview on the corn situation for distribution to 100 radio stations. Contact work by members of the N.C.A. Consumer Service Division and the DAY staff with several of the national magazine, metropolitan newspaper and syndicate and supplement food editors, as well as institutional publications, has been continuous, with many satisfactory indications that feature treatment will be given. Members of the C.&T.R. Operations Committee, who are principally heads of distributor trade associations, have indicated that their respective bulletins will recommend canned corn featuring by their various members.

The Consumer Service Division sent a special radio release on November 1 to 1,000 broadcasters entitled "Most Everyone Likes Canned Corn!"

The script brought out the excellence of this year's bountiful crop of canned sweet corn and emphasized the popularity of the vegetable. Included were suggestions for "extras" in the way or seasonings, and reminders of the many good ways to serve corn alone or in combination with other foods for breakfast, lunch and dinner.

Industrial Survival

(Concluded from page 333)

sized that each business must assume responsibility consistent with over-all defense needs.

The meeting at the Commerce Department was conducted by the Business and Defense Services Administration under a directive from the Office of Defense Mobilization. Representatives of 139 trade associations attended by invitation. They represented these nine general divisions of industry:

Building materials and construction, chemicals and rubber, consumer durable goods, containers and packaging, food industries, forest products, scientific motion pictures and photographic products, textiles and clothing, and water and sewerage industry and utilities.

The food industries were represented by 13 trade associations, including the N.C.A.

Speakers and the topics they covered were:

The Honorable Frederick H. Mueller, Assistant Secretary of Commerce for Domestic Affairs, an introduction;

H. B. McCoy, Administrator of the BDSA, on "Mobilization Readiness Responsibilities of BDSA;"

Col. L. W. Preston, USAF, of the Strategic Air Command, on "The Threat to National Security;"

William E. Haines, Director of Industrial Defense, BDSA, on "The BDSA Industrial Defense Program;"

J. Lewis Powell, Department of Defense, on "The Production Allocations Plan;"

Louis Levine, Department of Labor, on "Manpower Readiness for Mobilization;"

H. Burke Horton, Chief, Damage Assessment Division, ODM, on "Attack Damage Assessment Problems;" and

Virgil Couch, Director, Industry Office, Federal Civil Defense Administration, on "Civil Defense in Industry."

Mr. Couch spoke on steps to industrial survival, a subject reported on in the Information Letter of Sept. 8, page 299.

The government asked the trade associations to help alert each manufacturer of his importance in the over-all defense plans.

The special schools to be conducted by the Food and Drug Administration next year will deal with the purity and wholesomeness of foods, not with sustained production.

Collier's

Canned corn and tomatoes are featured in the food article of the November 9 issue of *Collier's* magazine.

A dramatic colorful one and a half-page photograph, showing the autumn harvest of vegetables, starts the article, "Many-Splendored Meals." In the introduction it says, "Caught up in the recurrent splendor of the season, *Collier's* presents five casserole dishes —to please practical women and to prove to reluctant males that a casserole supper can not only rescue a food budget and an overworked dishwasher, but also can be filling and downright good."

The recipes using corn and tomatoes are "Beef, Corn and Tomato Casserole" and "Eggplant Parmigiana." Each of the five menu suggestions or recipes uses canned foods. The following canned foods are used: vegetable juice cocktail, mushroom soup, tomatoes, corn, tomato juice cocktail, tomato paste, chicken, and mushrooms.

The author describes the recipes as "year-round fare" and says "They're superb with the canned and frozen vegetables that are always as close as your favorite store."

Consumer Service Division—October Trips and Conventions

During October the Director and Assistant Director of the N.C.A. Consumer Service Division made a number of business trips and attended several conventions and meetings.

Moselle Holberg, Assistant Director of the Division, visited the following cities: Springfield, Mass., Providence, R. I., and Bridgeport, Hartford, and New Haven, Conn. She held conferences with state and city supervisors of homemaking, state and city school lunch supervisors, newspaper food editors, radio and television people, home service directors of utilities, nutritionists, and extension agents. The Division's publications and services were discussed with these people and information for future use by the Division was collected.

During the month the Director of the Division, Katherine R. Smith, attended a number of professional meetings. Following the Newspaper Food Editors Conference in New York, she was invited to the Cranberry Festival in Boston. About 100 food editors and food specialists were guests of the National Cranberry Association.

The week of October 8 Miss Smith attended the annual convention of the American Dietetic Association in Milwaukee. Members are made up of hospital and industry dietitians, business home economists, government foods people, nutritionists, teachers, and leading institutional feeding magazine food editors. The attendance was reported to be approximately 2500.

The latter part of the month she spent in Chicago, where the annual convention of the American School Food Service was held, and went on a business trip to Minneapolis and St. Paul. About 1,500 school food service people and other specialists in group feeding attended the meeting in Chicago. The Minnesota Canners Association held a cutting and meeting for the Minnesota Home Economics Association and representatives of the Minnesota Vocational and Educational Associations, in Minneapolis on October 25. Miss Smith was a speaker at the meeting. She discussed the place of canned foods in the American diet and reviewed the N.C.A. school program.

On all the trips individual conferences were held with magazine and newspaper food editors as well as with other foods people. In addition to meeting with editors of popular womens' magazines, conferences were held with food editors of several institutional feeding magazines.

Farm Marketing Charges

(Concluded from page 335)

ports. Average hourly earnings of employees of marketing firms generally are higher than a year ago. Labor costs per unit of product, however, have not increased as much as hourly earnings because of the improvements in productivity. Costs of packaging materials, containers, machinery, and many other things bought by marketing firms are up.

Railroads, trucking firms, and other carriers regulated by the Interstate Commerce Commission raised their freight rates during the spring of the year. The railroads in all parts of the country except the Southeast asked the ICC recently to allow further increases.

Total profits of corporations processing agricultural products were larger in the first half of this year than in the first half of 1955, according to USDA. Average profit ratios of firms manufacturing food, tobacco, and textile products were higher in 1955 than in other recent years.

H. B. McCoy Heads BDSA

H. B. McCoy, veteran career official, has been appointed Administrator of the Business and Defense Services Administration in the U. S. Department of Commerce. The BDSA furnishes numerous services to business and includes the Department's 25 industry divisions, including the Food Industries Division and the Containers and Packaging Division.

Mr. McCoy entered government service in 1920 and has held responsible positions in virtually all of the Department's agencies. He became well known during World War II and the period just afterward, and again during the Korean war, when he directed materials controls. He was in charge of the National Production Authority for a time.

Mr. McCoy took office as BDSA Administrator on October 15, upon the resignation of Charles F. Honeywell.

Pork Purchase Program

Three canned pork products are to be purchased by the USDA in a new program to stabilize producer prices and help encourage domestic consumption of pork.

Specifications for the canned pork products are essentially the same as for canned pork purchased in late 1955 and early 1956, USDA reported. The canned luncheon meat, packed in 6-pound 12-ounce tins, will be made from pork shoulders, hams, or loins. The canned pork and gravy, packed in 1-pound 13-ounce tins, will be made from loins and hams. The canned hams will be purchased on weight ranges, from 6 to 8 pounds, 8 to 10 pounds, and 10 to 20 pounds.

USDA said that offers on the canned pork products will be received on a weekly basis. First offers are due by Thursday, November 8.

Canned Blackberry Grades

The Agricultural Marketing Service of USDA has amended U. S. standards for grades of canned blackberries and other similar berries such as boysenberries, dewberries, and loganberries.

The amendment provides for adjustments in the recommended drained weight requirements, based on recent data developed. Text of the amendment was published in the *Federal Register* of October 31. The amendment will be effective December 1.

USDA Sees Adequate Supplies of Fruits and Vegetables Through Mid-1957, with Strong Consumer Demand

Vegetables in all forms—fresh, canned, and frozen—are reported to be in abundant supply this fall, and the supply of processed vegetables available for distribution through mid-1957 is expected to be substantially larger than a year earlier.

The total supplies of fruit—both fresh and processed—in the 1956-57 season appear to be large enough at least to maintain consumption per person at the rate of the preceding year. The crop of deciduous fruits this year is about 1 percent smaller than the 1955 crop. Prospective production of early and midseason oranges is up 4 percent over 1955-56 while grapefruit is down 8 percent.

The estimates are reported by the Agricultural Marketing Service of USDA in 1957 outlook issues reviewing the fruit and vegetable situation.

Disposable income is expected to remain at or near record levels during 1957, and consumer demand for food is expected to continue strong, USDA said. The reports point to population growth and the level of real incomes as the major factors influencing aggregate demand for food.

The trend toward increasing use of processed fruit and vegetable products, with a decline in use of fresh fruits and vegetables, can be expected to continue, USDA said.

However, the form in which foods will be marketed may differ substantially from present practices, according to USDA. "Advances in food technology and changes in modes of living may alter significantly the relative importance of what we now classify as fresh and processed components."

Vegetables

Supplies of vegetables for fresh market sale this fall promise to be substantially larger than last fall or the 1949-54 average. A 50 percent larger crop of early fall cabbage, an item in short supply last fall, accounts for about two-thirds of the increased tonnage. Also, larger supplies than last year are indicated for lima beans, broccoli, brussels sprouts, carrots, cauliflower, celery, sweet corn, cucumbers, spinach, and early fall tomatoes.

Materially smaller fresh market supplies of lettuce, green peas, green peppers and eggplant will be available this fall than last, and slightly fewer snap beans.

Among the more important canned items, biggest increases appear in prospect for tomato juice, sweet corn, and sauerkraut, USDA said. More moderate increases over last season are expected for snap beans, green peas, tomatoes, and most tomato products.

"Processing and distribution costs are up for the 1956 pack," USDA reports. "But because of the larger supplies, retail prices in the current season are expected to average a little lower than a year earlier."

The pack of frozen vegetables is expected to be materially larger than last year and the stocks at the beginning of the marketing year were large.

Potatoes are expected to be in heavier supply into the spring of 1957 than a year earlier. The fall crop is considerably in excess of needs, and the acreage of potatoes planted for winter harvest in 1957 will be about a third larger than last winter and a little more than double the 1949-55 average, on the basis of growers' intentions.

The sweet potato crop is down about a fifth from 1955.

Total supplies of dry edible beans available in the 1956-57 marketing year promise to be a little smaller than a year earlier because of smaller carryover stocks. Most classes appear to be in ample supply, and over-all prices for the season are expected to average near those of last season. Some classes, particularly pea beans, red kidneys, and small reds, are expected to be in surplus supply.

Fruits

This year's pack of canned fruits and that of frozen deciduous fruits and berries are likely to be about the same as the respective 1955 packs, USDA said, while the dried fruit pack will be larger.

Production of frozen orange concentrate in Florida in 1955-56 set a new record and a further increase in 1956-57 seems likely.

Over the longer-run, USDA said, production of deciduous fruits is likely to trend slightly upward, although in the next few years output may not change much from the level of the recent past. Total production of citrus is expected to trend upward for a number of years.

Current prospects are for some reduction in the pack of canned citrus juices in Florida in 1956-57. The reduction would consist mostly of grapefruit juice and would more than offset a possible small increase in orange juice, mostly frozen.

Current indications are that the 1956 pack of frozen fruits and fruit juices may turn out somewhat larger than the 1955 record. The pack of frozen strawberries may exceed last year's record, but the pack of frozen RSP cherries is down considerably. The net effect of changes in output of individual items is a pack of deciduous fruits and berries that probably will be much the same in size as the pack of 660 million pounds in 1955.

TABLE OF CONTENTS

Page

Association Activities
Corn canners task committee meets with government; USDA to buy whole kernel corn for school lunch program 335
Consumer Service Division—October trips and conventions 339

Civil Defense
Each canner is responsible for industrial survival 335

Congress
Hearings on excise taxes 336

Convention
N.C.A. schedules speakers for 1957 Convention sessions 335
1957 Canners Convention schedule 336

Meetings
Time-saving convenience of canned foods cited by Brown ... 335
N.C.A. personnel participate in sanitation meetings 337

Page

Personnel
H. B. McCoy heads BSDA 339

Procurement
Pork purchase program 339

Publicity
Steel people view N.C.A. film ... 337
Collier's 339

Research
Enzyme inactivation important in new processing methods 337

Standards
Canned blackberry grades 339

Statistics
USDA reports increases in farm marketing charges 335
USDA sees adequate supplies of fruits and vegetables through mid-1957, with strong consumer demand 340

Taxes
Employer's tax guide 336